

CAPESIDE PSYCHIATRY & ADDICTION CARE

Expanding access to care through strategic marketing

How a strategic social media partnership & consistent branding helped a local psychiatry clinic find its audience - and increase new patient bookings over 50% in just 5 months.



Strategy: from an afterthought to a foundational pillar.

Capeside Psychiatry and Addiction Care was delivering high-quality psychiatric and addiction care but lacked a consistent marketing strategy, creativity, and cohesive brand presence.

Growth relied heavily on word-of-mouth, with limited visibility for patients actively seeking care, leading to lower than expected patient bookings.

THE MISSION

"Get the word out, build a following, and turn social media into a real driver of patient bookings + revenue."

SERVICES DELIVERED

- Social Media Strategy
- Content Creation
- Graphic Design
- Paid Social Advertising
- Copywriting

Strategy first. Always.

We didn't start by posting - we started by understanding.

01

Brand Positioning

We positioned Capeside Psychiatry as approachable, human, and trustworthy — mental health care that reduces stigma while maintaining clinical credibility.

02

Content Pillars

Three focused pillars drove all content: **Educate** on mental health conditions, & care. **Connect** staff & patient stories, **Normalize** through humor & approachable content to reduce stigma.

03

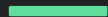
Paid + Organic Mix

A balanced strategy of organic storytelling and targeted paid social ensured content reached the right audience — turning awareness into booked appointments.

Our first 5 months vs. previous 5 month period

+57.8%

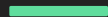
Views



54.4K → 85.9K views

+159%

Content Interactions



450K → 1.2K interactions

+76%

Profile Visits



1.2K → 2.2K visits

+65%

Link Clicks

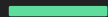


291 → 479 clicks

Our first 5 months vs. previous 5 month period

+119%

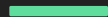
Views



22K → 48.3K views

+390%

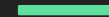
Content Interactions



317K → 1.6K interactions

+387%

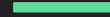
Profile Visits



260 → 1.3K visits

+446%

Link Clicks




100 → 546 clicks

5 months. Measurable everywhere.

+52%

Total Patients




+111%

Marketing Driven Patients



+15%

Patient Volume (during campaign period)



+52%

INCREASE IN MARKETING-ATTRIBUTED PATIENTS DURING FIRST 5 MONTHS

Across the first five months of our engagement, Capeside Psychiatry saw consistent increases in patient bookings - a direct result of a consistent social media marketing strategy & branding.

Social media done right doesn't just grow followers, it moves people to action

THE TAKEAWAY

"Social media done right isn't about followers — it's about building a brand presence that attracts people & moves them from scrolling to showing up."



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